



**SPI Podcast Session #187–
How to Run a Successful Affiliate Marketing Campaign
(as the product owner)
With Lewis Howes**

Show notes: smartpassiveincome.com/session187

This is the Smart Passive Income podcast with Pat Flynn, Session #187. Let's do this.

Intro: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host – he was voted Most Likely to Succeed but Least Likely to Get a Girl in middle school – Pat Flynn.

Pat: Hey, what's up everybody? Thank you so much for joining me in Episode 187 of the Smart Passive Income podcast. This month, November 2015, is sort of like affiliate marketing month here on the SPI podcast. We're doing something a little bit different here recently on the blog where we kind of have themed months.

Last month, if you have been on the site, was dedicated completely to email marketing, and I actually have a great give-away for you if you want to go there right now. It's EmailTheSmartWay.com, which is going to help you figure out what kinds of content to put into your emails – both your broadcast emails and your autoresponders – so you don't have to worry about that anymore. You can just focus on delivering great content and building your audience and actually getting results from your email marketing.

This month is affiliate marketing month and there's a new lead magnet that I created for you that's going to help you with your affiliate marketing, something that has been huge for me in terms of my income and just my overall success online. You can check that out at AffiliateMarketingTheSmartWay.com.

You notice a theme here, right? I have EbooksTheSmartWay.com, EmailTheSmartWay.com, and AffiliateMarketingTheSmartWay.com, all completely free resources for you to help you succeed, so go ahead and check that out.

This is affiliate marketing month here on SPI and last week we talked about how to become a successful affiliate marketer, so we talked a lot about the principles of what makes you successful when you're promoting other people's products or other company's products within your own brand.



Today we're going to flip the switch. I brought a guest on the show who's been on the show before and he has run massively successful affiliate campaigns for his own products. If you are going to or have products to sell, if you're going to build an affiliate program to help promote that product, how can you maximize the efforts of the people who are working to help you promote that product?

We've never talked about this on the show before, so this is the other side of affiliate marketing. So if you own a product and you have affiliates helping to promote it, how do you maximize their effort?

To help us through this topic today we're going to talk with Lewis Howes from LewisHowes.com, who was a guest back on [Episodes 29](#) and [56](#), but he's been incredibly successful at helping build massive affiliate partners for his programs. We're going to talk all about the ins and outs of that.

We're also going to talk a little bit about his book, [The School of Greatness](#), which just came out. I'm so incredibly happy and excited for Lewis, and that's also the same name as his podcast. You can find him on iTunes as well at [The School of Greatness](#). So without further ado, here is Lewis Howes.

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Pat: What's up everybody? I'm so happy to welcome back to the show our good friend Lewis Howes from LewisHowes.com and [The School of Greatness](#) podcast. Lewis, welcome back to the show. Thanks for coming on.

Lewis: Yes! This is my favorite show. I'm pumped to be back.

Pat: Dude, I'm so happy you're here and I just have to say I've been watching you from the sidelines. You've been so busy lately with your upcoming book launch, and we'll talk about your book in a little bit, but how are things going with that? Everything going well?

Lewis: It's going amazing, man. I feel so blessed because when we put something out there, when we create something and we build momentum and we tell people about it, I feel like when we really believe in it things start to unlock and unfold. So many good things have happened with covers of magazines. People magazine reached out and did a video interview with me that's coming out soon. TV shows are reaching out because I'm putting this momentum into something and I feel like people just somehow sense it and they start coming to you.



My recommendation to people is when you believe in something big enough, really get behind it and do a powerful launch around it because you never know what inbound stuff will come to you.

Pat: I love that. That's fantastic advice, and you're putting everything into this right now, right?

Lewis: My whole life! Everything I've got, man. Like I said, I've got tea at my desk here all day, doing whatever I can to get the word out in an inspiring way that also serves people that are supporting me also.

Pat: Awesome, and I know it's hard work. I've been following you, like I said, but I also know you're enjoying it. Every picture I see of you, you're smiling and you're having the time of your life, so that's great.

Lewis: It's amazing. Again, we get to do the things we love, so even though it's hard work it's like I'm still living my dream. I'm just in the playoffs right now so I'm working a little extra hard, that's all.

Pat: I love that sports reference for everybody out there.

In today's episode I wanted to talk about affiliate marketing. We're talking a lot about affiliate marketing this past month and I wanted to take it from a different perspective.

Lewis has done a lot of product launches in the past and he's had a lot of affiliates help to promote his products in the past. I've been a part of those and you do an incredible job of just getting your affiliates on board and helping maximize their output for you as well, which becomes a win for everybody. The affiliates get paid, you get paid more, and you reach more audiences, so I wanted to dive into strategies that people can use for getting affiliates to get excited about promoting their products.

The first question I want to ask you is really if you're a product creator, why would you even want to have affiliates come on and promote your stuff? I know a lot of people are like, "No, why would I want to share any of that income with anybody when I could just do it all myself?"

Lewis: A lot of other friends of ours would say that, or other marketers. The challenge is there's no risk up front, so if you don't have an email list, you don't have an



audience, then you're going to have to spend on Facebook ads or do some type of media buy if you want to do this yourself.

If you don't have the time or energy or resources to invest a lot of money to generate those leads and potential sales, then you really don't have many other options but affiliate marketing unless you're just promoting to a very small audience and you're going to get very small results.

If you want to get more sales, especially if you don't have a list and you don't have much money to start out with, then affiliate marketing is a great way to start because there's zero up front cost and you're giving a bigger back-end to people.

Typically with online courses or software you're giving anywhere between 30-50%, depending what the product is, to that affiliate, and that can be a big commission. If you have a \$1,000 course you're giving \$500 to someone.

You could put that \$500 into ads and build your list yourself and roll the dice to see if you can generate the conversions you need, but you may not always get those conversions and then you're just spending money that you don't have for zero results. So it's powerful if you're in that position.

Pat: I think it's because through affiliate marketing, that word "affiliate" means you have a relationship with them, but you also have a relationship with the people who are following those people that you're associating yourself with.

As Mark Zuckerberg said, there's no better recommendation than one from a trusted friend, and if you can get in front of an audience and get almost kind of an endorsement from somebody who's already friends with those people, it's so much better.

I mean going onto Facebook and growing your list and building an audience that way is great, but those are all people who are discovering you for the very first time and you have to work really hard.

Lewis: And you're pitching. You're selling. You're not being introduced and then buying naturally because a friend tells you to. You're being pitched from a banner online and it's different.



Pat: Exactly. Let's say hypothetically that those of us listening all have a product to sell or we're all eventually going to have a product to sell. What's the best way to go about it?

There's two options here. There's one where you can have sort of an open affiliate enrollment where anybody can sign up to become an affiliate, which is great because then you get a ton of people promoting your stuff and you're able to reach as many people as possible. But then there's the other end where it's called an invite-only or JV affiliate relationship where you just hand-select a few people to promote your product for you. What do you feel is the best route there?

Lewis: I've done both and I feel like you should do both until one doesn't work for you. You never know what's going to work and what's not going to work, so I would say do both where you kind of invite your top let's say 20-30 people that you want to run a contest with.

The key is really to have a contest with affiliates. That's what's going to incentivize people to promote a couple more times than they normally would to get the word out, because our instinct as human beings is to want to be the best and want to be the top of the list. We don't want to be the bottom of the list. No one wants to be unwanted, so instinctively as humans we want to be in the top. We want to be recognized.

When you create a friendly competition, what I like to do is invite the top 10-30 and then announce those names who are already the proven winners, the ones who are probably going to win. "Here's the contest. Here's who's involved. Here's who's promoting."

That's also social proof to bring in people that you don't already know yet, so you can open it up and start promoting it for anyone to opt in to get the details as well, but it's like, "Here are the leaders of the pack who we think are going to be in the top."

You're making the invited people feel really welcome by acknowledging them. Then you're enticing the people that you may not know yet or may not be on your radar yet to sign up and be part of it so they can be acknowledged with the rest of the top leaders in the space as well.

Pat: That was the one thing I noticed when you had run your affiliate campaigns. You would invite me to promote something of yours. This was way back in the past, if you go back to one of our previous episodes. This is when it was all happening.



I would get emails from you and it would have the names of the other people who are in this contest with me, just exactly like you said, and that alone did fire me up to want to be there in the ranks of those other people who were much higher than I was. You're absolutely right.

Then over time you would give me a lot of great resources. I think this was another thing you guys did very well. You just made it really easy for me to promote your stuff. You gave me all the assets that I needed. Can you talk a little bit more about what can we do as product owners to best serve our affiliates?

Lewis: The best thing we did was create a page of assets. We just had a link for people that had all of the custom links that they needed, all the copy, all the sample tweets, all the sample emails. We told them exactly what to send out and when to send out, so all you needed to do was copy and paste. We had banners created, from thumbnails to squares to rectangles, all different types of banners.

I was actually on a blog a few days ago and saw one of these banners from four years ago with Amy Porterfield, a product that we launched with her called FB Influence. I saw it the other day. It was still up on the site and generating sales from a launch that we did, but the guy was still getting clicks to the site and generating sales for it.

So I would say create a page with all the assets. Make it so easy. Tell them when to promote. "Here's the exact copy to use. Just tweak it with your link." You put your link in a specific spot. Throw in images. Give them videos or whatever it may be. Set them up to win in one simple place so they don't have to go back to their email and check all these different things. It's online in one place. You can do this with Dropbox now if you want to. We didn't have that back then. And you incentivize them.

What we would do is we would email out almost on a daily basis, "Here's the update. Here's what's happening and here's what you should do today." You want to give people clear simple instructions. "Here's the update of who's on the leader board. Here's what we want you to do right now. Send this email out. Tweet this out. Post this on Facebook and LinkedIn."

Some people wouldn't do it because they had their own schedule or plan, but when you show the leader board and incentivize people to get up to the top and you give them the information, they can quickly send it out and you set them up to win.

Pat: I love that. Let's step back a little bit. How early before our product launch should we begin reaching out to affiliates?



Lewis: Years. For me, it's not about reaching out two weeks before and saying, "Hey, I've got this launch in two weeks. Can you get on board and promote it?" That's the opposite approach you should take, in my mind.

I'll just give you an example. This isn't trying to pitch my book, but my book is coming out and for the last three years literally I've been building relationships – longer than that – but I've been building relationships with the intent of the book coming out.

My podcast has been around for almost three years, and essentially everyone I've interviewed, after I promote them, their mission, their site, their book, and make a lot of money for them, they'll always ask, "What can I do to support you?" and I say, "Nothing right now, but one day I'm going to have a book and I would love your support then." Everyone says, "Absolutely, of course, 100%, count me in."

It's not this hard-sell 2-4 weeks before or 2 months before. It's first serving someone else that I want to be my affiliate, giving to them, spreading their message to the world, then letting them know, "Hey, this is going to happen at some point and I'd love your support if the timing works and if you're not promoting something else. If you're good to go, I would love it." It's that type of relationship.

For me, that's what's been working for this specific launch I'm in, is giving so much value for years and then just letting people know it's going to happen at some point, then following up months before and scheduling things.

Pat: I love that. That's the Gary V jab jab jab jab. You've been jabbing for years and now it's your right hook and everybody's more than happy to let you land something there for sure. I love that and I'm really happy you said that.

To continue on with that same question, so you have these relationships. "Yes, one day I'm going to have this book. I'm going to have this product one day. Thank you so much for offering," then you see in the future there's this book or there's this product and you want to reach back out to these people. How early in advance do you want to give these people notice?

Lewis: I would say a number of months, especially considering the schedules that a lot of the bigger affiliates, bloggers, podcasters, and YouTubers have now. Some of them schedule out their content months in advance. I know you've got your content planned weeks or months in advance. Otherwise you'd drive yourself nuts. So for some of the bigger top 20 you probably want to reach out months in advance.



For others I'm reaching out 8 weeks in advance or 6 weeks in advance. I'm reaching out right now and it still works because it's enough time, but I would say don't do it any less than a month because people are planning. They have their own launches. Mostly the people that you're having as an affiliate have 4 launches a year that they're doing now with their own courses, so they really can only do 1 or 2 other promotions a year outside of that or they're going to burn their audience out.

You've got to really be building that relationship, and it's really like a relationship you've got to build for a lifetime, not just for one launch you're going to do, but something that you're going to continue to reciprocate and support each other back and forth.

It's like when you had your book out. You reached out to me and said, "Hey, can I come on the show and talk about the book?" and I was like, "Absolutely," and I didn't ask for anything in return. I wasn't promoting my course or anything. I was just like this is our relationship and sometimes we're able to support each other, other times not, but it's kind of a mutual understanding that we always have each other's back.

I think that's where you want to come from, not "Who can I get to be my affiliate?" and reach out a month before to promote me, and then never support them back type of thing.

Pat: That's the one thing I've noticed from you, that you've always been very good at, is the relationship building ever since you started doing all that LinkedIn stuff back in the day, to now with School of Greatness and everybody you've connected with there. Just everybody wants to support you, and it's because you've always supported others too.

I think that's a very, very important lesson for everybody. This is a long-term game for you, and obviously you're kind of redeeming all the brownie points that you've earned over time.

Lewis: I've been a good Boy Scout.

Pat: You have been a good Boy Scout, absolutely! That's why I'm happy to have you here on the show, and you're obviously providing value through this content about affiliates. You also have a book coming out so I'm more than happy to have you mention that. We'll talk more about what the book is about and where people can get it at the end, but let's keep going with this affiliate stuff.



So I have a product and I want to get it in front of as many people as possible. I've built these relationships over time. I've given people notice, "This is when it's coming out." I have an asset page created for people just so they know exactly when it's going out.

How do I fire people up on launch day? Launch day is maybe just a couple days away. I know this is something you're very good at with these launches. How do I just fire these guys up so that on Day 1 we just kind of explode?

Lewis: Here's a couple things I like to do. First, I like to make it personal. I like to create a video with me on camera that's very personal, announcing things. This could be the week before leading up to it, or a couple days before and then the day of. So make it a very personalized video that you send to all your affiliates – not one by one, but to the group as a whole – and get them excited. Don't just send an email. Send a video privately to them that only they can see, telling them exactly what you're creating.

We would announce the bonuses for the top 10. "If you get in the top 10, here's what you're going to get," and we'd have fun with it. We would put, "Okay, if you're in the #6 spot you're going to get a whammy." That means you get no prize. If you're in the #3 spot you're going to get some gimmicky little \$20 toy as opposed to the brand new MacBook Pro or whatever.

We would just have fun with it and be like, "Don't get the whammy. Make sure you're in the top 2 so you don't get any whammy's" or something, just to have fun, be playful, be unique, be different and add some personality to it.

You always want to post a video to connect with people and again to create that sense of relationship, because it's much more intimate watching someone rather than just reading their email saying, "Hey, okay, the launch is today! Go! Email!" It's not as personal or exciting. Send a video.

Then what I like to do is create a game with these top 10-20 affiliates. I put their name and photo up on a leader board ranking and I say "Here's who I think is going to be in the top 10" in their order. For some people that would excite them so they were like, "Okay, I've got to keep my ranking on top."

I'd put like your photo at #1 and I'd be like, "I believe Pat Flynn is going to be #1. Let's see who can beat him out. Here's my ranking." It's kind of like your draft picks for Fantasy Football of who's going to be in the top 10 in the NFL, and that's what I'd do.



Some people will drop and you can put an arrow of how many spots they've dropped each day, or how many spots people have gone up, kind of like in the Top 40 Billboard charts of what song is the hit today and what song is going down. I just use this like a game to play with these affiliates so it's fun. It's fun for them, it's fun for me, it's interesting, it's more personal, and I'm telling you that stuff really works when it's this competitive mode.

Affiliates tell me over and over and over again that maybe they were going to send out one email but then they saw their name on the list at #9 and they just hated being down there. They just wanted to beat out their friend who was at #6, or they couldn't stand that Pat Flynn was at the top all the time and they wanted to join forces and figure out a way to get him down, just so they could have bragging rights.

It's just who we are as humans to want those bragging rights, and that's what I create on the first day is that video contest experience. Give them clear instructions on what to take, and go from there.

Pat: I love that. If you had put me at #1, Lewis, I'd be like, "Oh gosh, I have to make sure I stay there," so I totally agree. This is very much gameifying this and making it fun.

I think a few people in the audience might be thinking, "Wow, aren't you kind of using tactics here that aren't really good, because you're just kind of playing a game here and trying to get people to sell stuff for you?" but my initial answer to that would be you're just kind of firing people up, because this is something they wouldn't do unless they really believed in it anyway. But sometimes people just need a little bit of a kick in the pants to kind of get started and get going.

I know that when I've participated in affiliate launches like this – and it's not just you, Lewis; a number of other people I'm an affiliate do use this kind of leader board strategy – it totally motivates me and it also just reminds me, "Wow, maybe I didn't push this out as far as I could go."

Lewis: Here's the thing. We say as affiliates, "Yeah, I'm committing to this launch. I'll promote it for you. Of course I'll do this," and then sometimes things come up. We're busy, we've got our own content we're putting out each day, we're responding to email and we forgot to promote this out, so this is just a way to make sure, "Hey guys, you said you wanted to be a part of this so let's make it fun, let's make it exciting."



I incentivize people with prizes, like I said. You keep announcing, "Hey, you're in the 7th spot so you're going to get the box of knives. Do you want the box of knives or do you want the \$5,000 drone? If you promote one more email you'll probably get a drone," so it's like incentivizing people.

"Hey, you said you wanted to be a part of this. Here's your reward for promoting it harder and generating more sales to your audience. You're going to make more commissions as an affiliate, but also you're going to win cool prizes," and I think that's what supports incentivizing people to do more promotion.

If you don't offer these incentives for commissions and additional prizes and something else I want to talk about, which is a mastermind that I always tie in for every launch, which is in my opinion the key to running a successful affiliate launch – if you don't offer those incentives, why would someone promote? Just to make the normal commission, when someone else is going to launch something where you're going to win a Ferrari if you reach #1? So why promote something when someone else offers much more for a very similar product?

Pat: Very nice. I definitely want to get into that mastermind thing, but in terms of other prizes, we've heard in the past here on the show that if you're selling a product and you're selling to an audience you don't want to include bonuses that don't relate to that particular product. For example, "Hey, buy my coaching course and you get an iPad."

That doesn't make sense. You always want your bonuses, when you're selling to an audience, to match that particular product, to enhance it, to be that bonus sandwich that Derek Halpern always talks about. But if you're working with affiliates you're saying it's okay to have these prizes.

Lewis: I call it the wow or the cool factor. This is, "Oh, an iPad? Yeah, that would be cool to have an extra one of those that I could use for my Periscope sessions every day. I don't really need it but it would be cool to have another MacBook Pro. I don't really need it but it would be cool to have a drone and be able to fly around and do some cool videos."

It's like we don't need these things, we can already afford these things, but they're cool so I kind of want it anyways. It would be cool to have. Or you create the wow factor. It's like, "Oh, a brand new scooter? A brand new go-cart? A golf cart that's decked out with speakers and lights? A brand new Ferrari?"



It's like you create this wow factor in the top 3 spots, and the rest of the spots are kind of like the cool factor. If you have those prizes that are cool or wow'ing, that's going to really get people excited to be part of it.

Pat: They don't have to cost as much as a Ferrari always, right? I've seen that before. I haven't been a part of those, but I have seen that.

Lewis: Yeah, you don't have to. It can just be the cool factor all around. Then the top prize is like the cooler factor, a little bit cooler.

Pat: Right. I've won gift cards for iTunes and Amazon before too. I'm like, "Oh, I don't need that but that would be cool," and it does push me a little bit harder sometimes.

How much should we allocate for prizes? I know this is a difficult question.

Lewis: It depends on your price point, how many people are involved, how many you think you're going to sell. If you've already done a launch before and you've done 6 or 7 figures then you can kind of guess of where you're going to do it again.

I would say anywhere between \$3,000 to the \$5,000 range if you're just in the 6-figure launch phase. I think that would incentivize people to getting you to that 6 figures, as opposed to the \$50,000 to \$60,000 range if they're going to promote that much harder.

What I'll do sometimes is give a minimum like, "You must get a minimum of this many sales to reach it. You must get a minimum of 20 sales," because if you just get 2 sales and no one else promotes then you're going to win the first prize.

You can give a minimum requirement so you know, "If that's 20 sales at \$500 I'm going to make this much money off of that one person, so I can afford giving them an extra \$1,000 or \$2,000 bonus on top of it. I'm not going to make as much but I can afford it because I wouldn't make that money without them."

Pat: Right. There's also been some Kickstarter-like goals where, for example, it's not like a 1st, 2nd, 3rd, but it's like, "If you sell this many you get this prize. If you get to this level then you get this prize." I think that's a little bit easier to calculate because you know that people have sold that much so you're able to kind of subtract the prize money. Is that okay as well?

Lewis: Exactly. I applied this to a launch I did on Indiegogo where we did a \$400,000 essentially Kickstarter campaign for the carbon flyer. We're supposed to be launching it



out to consumers in the next two months. We're finalizing everything. It's looking amazing. It flies incredible so it's really cool.

We would say, "If you promote this out and get more people to buy it through your link, then you'll get these additional bonuses," these additional color fins that you can add on, additional HD cameras and all these different things, and that worked extremely well in that setting as well, not just as an online marketing launch.

Pat: Cool, so we're talking about the launch phase because this has an end date. You would have a point at which you would calculate all the sales and have 1st place, 2nd place, all those sorts of things.

How do you keep affiliates going over time if it's, for example, a product that is continuing to stay open?

Lewis: The key is to build the momentum during a launch time-phase. That could be one week, it could be two weeks or three weeks. I wouldn't suggest doing it more than two weeks because it's hard to get people to continually promote every single day for more than 10-14 days. You want to have a limited time to launch it.

A lot of my products are evergreen after a launch, so I launch it with the initial launch and then I keep it open for evergreen. So all that traffic they were driving to it, they can still drive it and keep it up on their site, and the emails that people didn't open they'll still get sales for over time, but we just create that contest during that window of time for affiliates.

That's the key for me. If you close it down, people put all this energy into selling something that they can't sell anymore. I maybe will close it down for a little bit, but open it back up and keep it available if I'm going to have affiliates. Other than that I feel like you kind of wasted all this energy.

It's like with my book coming out, what if I was like, "Okay, promote it all and then it's going to be gone in a month. All the articles you wrote and all the podcasts and everything, it's not going to be available anymore because I don't want more people to have my product."

For me, I'd rather keep it open and available and evergreen, but incentivize people to buy it during that launch phase with additional bonuses or additional resources or a price discount or something so that they buy it within that launch phase.



Pat: Right, some sort of urgency in order to get it during that launch phase, and of course you're doing that with your affiliates as well with these prizes and the contest and what not.

What are some of the biggest mistakes that product owners make when they're trying to make their affiliate program?

Lewis: That's a good question. I would say not being prepared and trying to do everything last minute, like you said. I would say reaching out to people a week before saying, "Hey, we've got this launch. Will you promote?" and not really building an authentic real relationship with that person, but just expecting them to promote.

Also not having everything planned out. I would have everything ready to go well before a month – all the assets, all the creatives. Don't just try to do it last minute. I'm never perfect at this. There's times where I've done things last minute and gotten away with it, but I would say set yourself up to win where you've built the relationships and added value to them.

That means in a lot of ways you're going to have to go to these events where you're meeting people in person and building real-world relationships, not just online, not just having an affiliate manager, although that can be helpful. But I think the key to a successful launch with affiliates is you having the relationship with those affiliates, not some affiliate manager.

Pat: Can you talk about the affiliate manager? What would be the purpose of this person on your team?

Lewis: Essentially if you're an introverted person that only sits on your computer and never connects with any other human beings, you hire an affiliate manager who would find people to promote it for you. They would take a commission usually around 10-20% of your commissions, so 10-20% of all sales essentially, but it would come out of your 50%.

The affiliate would take the 50% or whatever commission that you're giving to affiliates. The affiliate manager would take 10-20% of yours, so you would be left with 35-40% or whatever, for any affiliates they bring in. Then they would typically manage the entire launch.

They would manage sending the emails out to the affiliates. They would manage the contest. They would manage all the logistics that you don't want to manage because



you just want to create the product and work on that. You don't want to deal with the marketing of it. That's where an affiliate manager would come in handy. They would handle all of that for you – the page, the design, all that.

Pat: That sounds like a huge blessing and worth the commission for many people, I'm sure. How do you make sure you find a good one?

Lewis: That's a good question. I'd say based on reputation. I would look at other launches you've seen that are done really well and ask them who their affiliate manager was. Or typically if you've signed up as an affiliate they will say, "This is the affiliate manager for Jeff Walker or Pat Flynn" or whoever.

It's kind of like reaching out to those people and building relationships with those top affiliate managers. They may be too expensive for you, but maybe they have someone kind of under their wing who's learning from them that you could hire initially and work your way up.

Pat: Love it. I want to go back to something you mentioned earlier which was exciting to me, which was the mastermind group. I absolutely am a big proponent of mastermind groups, but one in and around and surrounding the affiliate marketing campaign I haven't really heard of before. Can you talk more about this?

Lewis: I think it's essential because we want to be around other like-minded leaders in our space. What I'll do is I'll do this launch and I'll also put in as the big bonus for people in the top 10 of the affiliate launch that they get a private mastermind.

Me and Shawn, my former business partner, used to rent out these homes in the mountains or on the beach, luxury homes where everyone could stay in one place, 10-bedroom type mansions. We would bring everyone together for a 2-3 day weekend. We'd pay for everything. They would just have to get their flight there and get themselves there, and we would create these experiences for them to have.

For me as an affiliate and as a person who's creating launches, I want to be around and build relationships with other people who have big audiences, who have big lists, who are up to big things, and who could potentially promote my products. So I would want to win these affiliate contests or be in the top 10 so I could have access to the masterminds with all the other top 10 people who made this a successful launch. Now I can build a relationship with them and potentially get them as affiliates for my products, or promote their courses in the future and continue that relationship.



I think it's essential for every launch that we do, to add some type of mastermind in-person component for the top 10-20 people.

Pat: That's a huge value-add. Wow!

Lewis: Yeah, a huge value, and it's going to incentivize people to want to get in that top 10 because they want to be at that event. No one wants to feel left out of something cool that's happening. Again that's human nature. We want to belong. We want to be in the community. We want to be in the know, so we are willing to do more promotion to get in that top spot to be in the mastermind, around the other leaders of that launch.

Pat: So whatever it is, whether it's something big like a mansion or a group trip, or it could just be some other community-centric event that the top affiliate promoters would get access to, it's just the idea that they're obviously people who are in a specific kind of situation where they would be able to connect with each other, share ideas, and potentially get a lot of value from each other as well.

Lewis: Yeah, and you came to one of these in San Diego that we did years ago.

Pat: Yeah, that's where I met Amy Porterfield for the first time.

Lewis: There you go, and Michael Stelzner was there. It was at Than Merrill's office right there in Pacific Beach, and it's a great way to connect and meet with people.

Pat: That was a lot of fun, and that's the first time I had a Which Wich, the sandwich place that you guys brought us to. Just a random fact. Dude, that's awesome. Thank you for all that info.

The last thing about affiliate marketing I want to talk about in terms of if you have your own product and you're selling it is tools. We've talked a lot about strategies and stuff, but how would you manage this? It's obviously through your email service provider if you were to create a list, and I guess you wouldn't even need that really because if you have 10-20...

Lewis: Just email them through Gmail if you want to. For a lot of my course affiliate launches we would use [Clickbank](#) to manage it all on the back-end. We were just using [iContact](#) to email people, but we had an opt-in form for the top affiliates and then everyone else who wanted to opt in to promote as well. We would just send to that



specific list on iContact at the time. You can do that through any email marketing provider.

Now [SamCart](#) has got some new affiliate tools as well. I don't know if you talk about them ever, but they're a great software, SamCart with Brian Moran. I think it's a great checkout system. I've been asking him to add an affiliate component to it and he's finally launching that. I think it's out now, so I think that'll be great.

I'm also using [Infusionsoft](#) a lot myself. I'm using that for my book launch with affiliates.

Pat: Very nice. So let's talk about this book. What is the title and what's it about? Get us excited about it.

Lewis: The book is called *The School of Greatness: A Real-World Guide to Living Bigger, Loving Deeper, and Leaving a Legacy*. Throughout all my years of building multimillion dollar businesses and doing these affiliate launches and creating courses and making money online and studying Pat Flynn's site and learning everything that he teaches to apply to my business brand, I have had an incredible journey.

I'm not going to lie. It's been a lot of fun making money and having access to things and being able to provide for myself and my family. Half my family works for me either part-time or full-time, and I feel so blessed and grateful for what online marketing and online business has done for me.

However, I've realized during the last three years of the podcast that there's much more to life than making money, and there's much more to being great and being successful than just making money.

Back in the day when I was growing up I used to think success meant making a lot of money and achieving a lot of accomplishments and checking things off my list, when really over the years I've learned that those things are great but not if we don't have a powerful vision and know why we're doing what we're doing.

I know, Pat, for you one of the main reasons why you're doing what you're doing in the first place to build a passive income was to be with your family and your kids. You've to have a powerful why. You can't just do it to make money. You've got to do it for something bigger than yourself, and I know you talk about that on your show.

Pat: All the time, yeah.



Lewis: For me the book is really figuring out how to live a great life. That may sound simple but I feel like so many people, especially your listeners, Pat – and I’m in their community as well, some of them are following my podcast and they tell me their challenges – they literally just seem a lot of the time stuck. They feel stuck with their health, with their job, their career. They’re stuck with their business. They’re not making the money they want. They feel stuck and they don’t feel great.

So I wrote this book for people who are stuck at some level and they want to get to the next level, whatever that looks like to them, or for people who are already achieving great things but again feel like they’re at a plateau and don’t know how to get to the next step.

For me it’s all about 8 different principles that I’ve put together from all the interviews I’ve done. These aren’t new principles. This is nothing that’s going to wow you from being this new discovery, but I’ve put it together in a way that I feel is so easy to follow with simple exercises to get you clear on your vision, exactly what you want in your life and your business and why you want it, with the exercises and the tools to make it happen so you can be great in your life as well. I’m super pumped about it.

Pat: I love it. I picked up an early copy and it’s fantastic. It pulls a lot of the stories that you’ve had on your show as well. Some of the interviews that you’ve had on your podcast, by the way, are just amazing. Again it’s incredible how you have access to all these amazing great people, celebrities, super stars, athletes and what not, and to have you compile some of the best stuff into one particular book is just a great idea, I feel.

I want everybody to check it out. Go to smartpassiveincome.com/greatness. That will take you to the book and you can learn more about it there.

Lewis, you always bring the goods here when you come on SPI and I want to thank you again. This is great information. I’m coming out with courses in the future and I’m definitely going to be putting a lot of this into practice as well.

Lewis: Thanks, man. I appreciate you having me on. It’s always a pleasure and it means so much to me.

Pat: Absolutely. Good luck on the launch and everything. I think by the time this comes out it will have already come out, so I look forward to seeing it as high as it can go in Amazon and everywhere else in the world it’s going to be.



Lewis: Thanks, brother. I appreciate it, man.

Pat: Thanks. Take care.

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I hope you enjoyed that interview with Lewis Howes from The School of Greatness. I wish him all the best of luck with the launch of his book, and it's out right now. You can check it out at smartpassiveincome.com/greatness. That will take you there.

You can also head on over to the blog to leave your comment and respond to the call to action if you go to smartpassiveincome.com/session187.

Thank you again to Lewis, and I look forward to seeing the results of the book launch because that's something I'll be doing very soon myself.

I also want to thank the sponsor for today's episode which is 99Designs.com, making it super easy especially those of us who are just starting out who quite can't afford an in-house designer yet, which is ideal, of course. Designers are important and you want to do what you can to support them as much as possible, but it's hard when you're just starting out.

99Designs.com is a great beginning solution for your design needs. You go to the website and put in a description of whatever it is you're looking for, anything from a logo to a branding kit to a complete website, a landing page, a button, a mug, a t-shirt, anything. You put a description of what you want, and then over time you're going to have a number of different designers from around the world compete for your favorite design, and you get to pick the one that you love.

It's a quick turn-around, and if by the end of the 7 days there is not a design that you love, you get your money back, which is awesome, so there's nothing to lose. Just head on over to 99Designs.com/spi and that will give you a \$99 Power Pack of services for free that you can put towards your next design project.

Thank you so much. I appreciate you listening in and I look forward to serving you in the next episode where we'll be talking with the owner of Patreon, which is a fantastic and incredibly interesting platform you can use to potentially generate an income online. We're also going to talk to a successful user of Patreon as well, so I look forward to serving you in that episode.



Until then, keep rocking it. Cheers. Thanks for all the reviews and all the honest ratings on iTunes. I appreciate that, and see you next episode. Thanks so much.

Outro: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.

Links and Resources Mentioned in This Episode:

LewisHowes.com

[*The School of Greatness: A Real-World Guide to Living Bigger, Loving Deeper, and Leaving a Legacy*](#)

[The School of Greatness Podcast](#)

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